

MRCA MTH SAVING LABELS

MRCA DIARY PANEL																								
% BUYERS SAVING LABELS								SHARE OF BUYERS					SHARE OF BUYERS (CTS)					NIELSEN INTEGRATED SHARE						
4WK ENDING	INDUSTRY	MARLBORO	MERIT	V. SLIMS	B&H	BASIC	ALPINE	MARLBORO	MERIT	V. SLIMS	B&H	BASIC	MARLBORO	MERIT	V. SLIMS	B&H	BASIC	MARLBORO	MERIT	V. SLIMS	B&H	BASIC		
10/30/93	40.6%	72.1%	26.1%	65.3%	34.0%	4.5%	68.0%	26.4%	1.9%	5.4%	3.8%	6.3%	30.6%	2.0%	3.2%	2.8%	3.0%	#N/A	#N/A	#N/A	#N/A	#N/A		
11/27/93	40.2%	74.3%	37.0%	59.5%	36.2%	6.7%	59.1%	26.5%	2.2%	3.7%	3.1%	6.8%	31.8%	1.8%	2.4%	3.2%	3.1%	#N/A	#N/A	#N/A	#N/A	#N/A		
12/25/93	51.6%	76.5%	26.9%	57.5%	42.6%	8.4%	60.5%	34.3%	4.9%	4.2%	3.9%	7.9%	33.6%	2.2%	3.5%	2.6%	3.5%	#N/A	#N/A	#N/A	#N/A	#N/A		
1/22/94	47.3%	74.1%	40.2%	53.0%	43.0%	6.1%	58.8%	30.7%	3.9%	4.5%	3.4%	7.8%	32.3%	2.5%	2.5%	3.0%	3.2%	#N/A	#N/A	#N/A	#N/A	#N/A		
2/19/94	48.5%	75.5%	36.7%	69.0%	41.8%	9.1%	42.9%	29.3%	3.1%	4.5%	3.3%	8.2%	31.5%	2.5%	3.0%	2.9%	2.8%	27.14%	2.93%	2.90%	2.55%	4.65%		
3/20/94	47.5%	69.4%	48.4%	71.5%	36.2%	6.8%	63.4%	26.8%	2.9%	4.8%	3.3%	7.9%	32.0%	2.7%	2.5%	2.8%	3.2%	27.41%	2.88%	2.92%	2.58%	4.65%		
4/16/94	48.3%	70.5%	51.4%	67.4%	30.8%	8.9%	55.8%	28.6%	3.0%	5.0%	3.7%	8.3%	31.8%	2.4%	3.6%	2.9%	2.6%	27.61%	2.87%	2.89%	2.63%	4.63%		
5/14/94													33.8%	2.2%	3.0%	2.6%	3.1%	28.19%	2.86%	2.87%	2.63%	4.72%		
6/11/94																		28.64%	2.87%	2.86%	2.59%	4.72%		

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